- Copyright rate hike goes into effect
- C-SPAN launches subscriber drive
- Cable accord gets mixed reviews
- Detroit consultant delivers report

CableVision

The news and features weekly of the cable television industry March 28, 1983 $3.00

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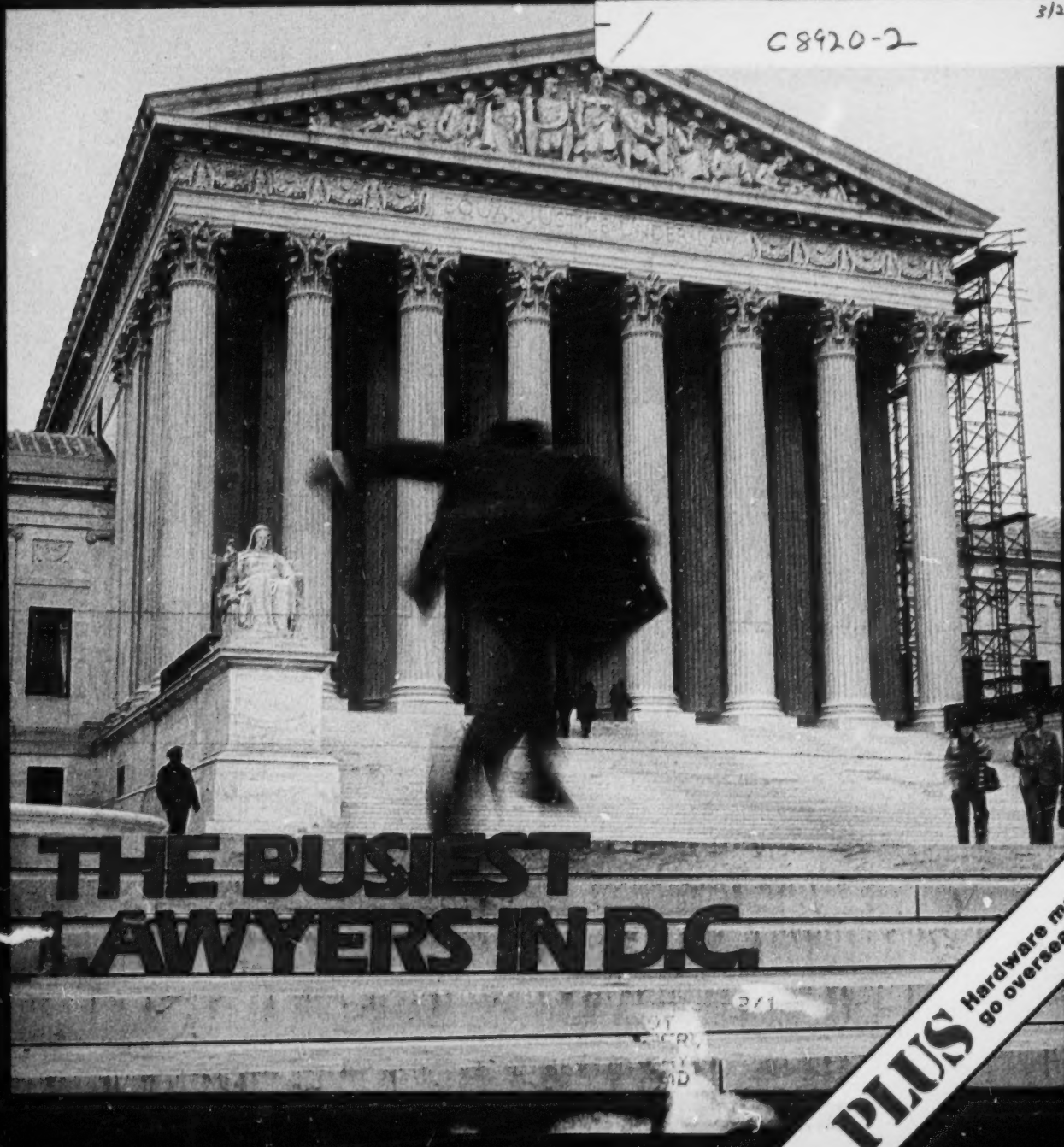

THE BUSIEST LAWYERS IN D.C.

PLUS Hardware makers go overseas

CableVision March 28, 1983. Volume 8, Number 29

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Member of the Audit Bureau of Circulation (ABC)

Congressman Jim Wright (D-Texas), center, appeared on a C-SPAN call-in show last week during a Capitol Hill get-acquainted day for 25 marketing and public relations persons. The programming service launched a campaign for 1 million more subscribers. Also attending were Ed Allen, president of Western Communications and C-SPAN board chairman, left, and Jack Frazee, president of Centel Cable. See story on page 18. Photo by Ken Heinen.

First C-SPAN Invitational

C-SPAN's latest promotional campaign aims to net 1 million more subscribers with news of expanded programming. **Leading the week, page 18.**

Cable's day of reckoning

Higher distant-signal royalty rates took effect March 15, and brought the large number of switchouts the industry had feared. A federal appeals court refused to stay the rates, and the U.S. Copyright Office attempted to quash hopes that there is a loophole in the copyright law. **Leading the week, pages 14-18.**

Cambridge referendum

Cambridge, Mass., will send the municipal ownership question to the voters in a November referendum. **Leading the week, pages 14-18.**

Detroit report released

Detroit cable consultants issued a preliminary report evaluating bids for the city's franchise. No overall rating of the bids was issued. However, a contract is expected to be signed by summer. **Leading the week, pages 14-18.**

Playboy woos women

The Playboy Channel, in an attempt to attract and retain women viewers, offers *4 Play*, "an innovative feminist comedy." *Friday File*, a news/documentary/dramatization series hosted by best-selling author Nancy Friday, and other programs. **Page 24.**

L.A. system creates product

Group W's Los Angeles system will offer a production of Brendan Behan's *Confessions of an Irish Rebel* to cable systems and pay services. **Page 49.**

Deciphering market segments

Opinion Research Corp. will release an NCTA-sponsored study April 28 that assesses new ways to market cable service to better reflect market segments in an urban community. **Page 50.**

Canada opens its doors

American cable programmers are encouraged by broadcast policy guidelines developed by Canada's communications ministry. **Page 50.**

High fashion cable

Saks Fifth Avenue filled 60-second spots on USA Network's *How To Make The Best Of You* special March 20 with ads it created. **Page 51.**

CHN ad's cholesterol impact

Study shows that viewers who recalled viewing a pharmaceutical ad on CHN on the dangers of high cholesterol levels later followed the ad's advice. **Page 51.**

Consulting firm growing

Coaxial Analysts Inc., an 8-year-old, Denver-based cable services firm that employed just six people in 1975, today is the nation's largest independent cable system designer and one of the largest strand mapping and direct sales services, employing more than 100. **Page 53.**

Pay audio's prospects

Cable, broadcast, music and other industries are lured by prospects of a $600 million pay audio business by 1990. **Page 54.**

Cable-city accord

Cable leaders like the pact with the National League of Cities, but the cities are divided and utilities vow to fight its pole attachment provision. **Page 56.**

About the cover

If you're a communications lawyer in Washington, D.C., working for the cable industry, there's always something to keep you running to the courthouse. Pictured is the approach to the U.S. Supreme Court Building. Photo by Roger Watt. See story on page 42.

This week in PLUS

American hardware manufacturers are newcomers abroad, but newcomers with experience. Through joint ventures, overseas branches and licensing agreements, the American companies are entering the international market, getting ready for cable's arrival. Their overseas competitors may be already established, but are not as familiar with the technology as the Yankee challengers. . . *CableVision Plus* takes a look at communications law in Washington, D.C. In the city with perhaps the highest per capita number of lawyers, a few firms stand out. The firms we spoke to all have an impressive cable track record. Among them, they handle over half of the top MSOs. **Pages 29-52.**

National cable advertising

This chart lists national advertising sales by the basic cable networks during March 1983.

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Eastman Kodak (N)
Exxon (N)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (N)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (N)
Prudential-Bache (R)
Scott Paper (N)
Taylor Wines (R)
Warner Lambert (N)
Weight Watchers (R)
Yves St. Laurent (R)

BET
Amtrak (R)
Anheuser-Busch (R)
Campbell Soup (R)
Carson Products (R)
Coast Guard (R)
Eastman Kodak (R)
Ford (R)
IBM (R)
Mobil (R)
Pepsico (R)
Sears (R)
U.S. Coast Guard (R)
U.S. Army (R)

C-SPAN
American Postal Workers Union (N)
Merrill Lynch (N)
W.R. Grace (N)

CBN Cable Network
Abu/Garcia Co. (N)
Berlers Dars (N)*
Carter-Wallace (R)
*Dacus Inc. (N)
General Foods (R)
Kal-Kan (R)
Lehn & Fink Products (N)
Phillips Petroleum (N)
Rubbermaid (N)

Cable Health Network
Adria Laboratories (R)
Allied Corp. (R)
American Cyanamid (R)
American Home Products (R)
American Motors (R)
Block Drug (R)
Celestial Seasonings (R)
Chrysler Corp. (R)
Eastman Kodak (R)
Florida Citrus Commission (N)
G.D. Searle (R)
General Foods (R)
H.J. Heinz (R)
Lever Brothers (N)
Merrill Dow Pharmaceuticals (R)
Morton-Norwich (R)
Pfizer (R)
Procter & Gamble (R)
Sandoz (R)
Weight Watchers (R)
W.F. Young (N)*

Cable News Network
AMC (N)
American Motors (R)
American Home Products (R)
Banfi Products (Reunite) (R)
Bike (R)
Buff Puff (N)*
Carnation (R)
Clorox (R)
Colgate-Palmolive (R)
Communications Image (N)*
Dunlop (N)
Ford (N)
Goodyear (R)
Jeffrey Martin (R)
John Nuveen (N)*
Magic Chef (R)
Mentholatum (N)
Miles Laboratories (N)
Nestle (R)
Noreico (N)
Ralston Purina (R)
Schieffelin & Co. (Blue Nun Wine) (R)
Sears Roebuck & Co. (R)
Stanley Tools (R)
Texize (R)
Union Carbide (R)
U.S. Postal Service (N)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Egg Board (R)
American Home Products (R)
American Motors (N)
American Thread Co. (N)*
Bandai America (N)*
Boehringer/Ingleheim (N)*
Campbell Soup (R)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (N)
J.C. Penney (N)
Kikkoman (R)
Kraft (R)
Mobil (R)
Noreico (N)
Offray & Son Inc. (N)*
Procter & Gamble (N)
Ralston Purina (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (N)
Singer (N)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (N)

Dow Jones Cable News
Dow Jones (N)
Dean Witter (N)
Hilton Hotels (N)
Tucker Anthony (N)

ESPN
American Cyanamid (R)
American Home Products (R)
Bardahl (R)
Berkshire Enterprises (R)
Bermuda Tourism (R)
Burmah (R)
Cinemax/HBO (R)
Clorox (N)
Corning Ware (N)
Dow Jones (R)
Dupont (R)
Esmark (N)
Esquire (N)
Ford (R)
FootJoy (R)
General Cigar (R)
General Foods (R)
General Motors (R)
Goodyear (R)
Hillerich & Bradsby (R)
Manhattan Industries (N)*
Mattel (R)
Mazda (R)
Mennen (R)
Michelin (R)
NEC (N)*
Pennzoil (R)
Pepsi Co (R)
Phillips Petroleum (R)
Republic Airlines (N)
Rustoleum (N)
Sakkefe (N)
Schieffelin (Blue Nun Wine) (R)
Sawvincher (N)*
Tenneco (N)
Time Inc. (R)
True Value Hardware (R)
Warner Brothers (R)
Xerox (R)

Financial News Network
American Express (R)
Andrew Peck and Associates Brokerage (R)
Artmark Sculptures Ltd. (N)*
Blanchard Communications (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Colonial Penn Insurance (R)
Commodities Magazine (R)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fidelity Brokerage (R)
Fisher Stereo (R)
Forbes (R)
Franklin Mint (R)
General Motors (N)
Great Western International (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
Investment Parties Inc. (R)
John Nuveen (N)
Keystone Mines (R)
Kiplinger (R)
Kroy (R)
Las Vegas Dunes Hotel (R)
Lind-Waldock Commodities (R)
Lowes Hotel (R)
McGraw Hill (R)
Merrill Lynch (R)
Monex (R)
National Geographic Society (R)
Newsweek (R)
North American Coin (R)
OTC Review (R)
Paulson Investment (R)
Philadelphia Stock Exchange (R)
Princess Cruises (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Russo Securities (N)*
Research Magazine (R)
Savings and Loan Association (R)
Standard and Poors (N)*
Stock Market Cycles (R)
Tandy Corp. (N)
Technology Illustrated (R)
Telmark Inc. (N)*
Texas Instruments (R)
Tri Fund (R)
United Business Services (R)
Value Line (R)
Wellington Financial Corp. (R)
West Coast Metals (R)
William O'Neil Inc. (R)

MSN
Action (R)
Aero-Mayflower Transit Co. (R)
American Archery Council (R)
American Association of Orthodontists (R)
American College of Surgeons (R)
American Dental Association (R)
American Iron & Steel Association (R)
American Petroleum Institute (R)
American Veterinarian Association (R)
Amway (N)
Anheuser-Busch (R)
Architectural Aluminum (R)
Australian Embassy (R)
Australian Transit Commission (R)
Bear Archery (R)
Beatrice Foods (R)
British Post Office (R)
Burlington Northern (R)
Campbell Soup (R)
Chrysler (R)
Ciba Pharmaceuticals (R)
Collagen Corp. (R)
Connecticut Department of Commerce (R)
Cruise Lines International (R)
Danish Agricultural Council (R)
Dow Jones (N)
Dresser Industries (N)*
Eckankar (R)
Edison Electric (R)
General Foods (R)
General Motors (R)
Goodyear (R)
Hartford Insurance (R)
Hershey Foods (R)
Hot Springs Chamber of Commerce (N)*
Industrial Fabrics (N)*
Insurance Information Institute (R)
Jet Propulsion Lab (N)*
Kelly Services (R)
Killington Ski Areas (R)
Luray Caverns (R)
LTV (N)*
Manufacturers Association (N)*
MCP Foods (R)
Mercedes Benz of North America (R)
Nabisco (N)
National Agriculture Chemical Association (R)
National Cancer Institute (R)
Operation Cork (R)
Pass (N)
Port Authority of New Jersey/New York (R)
Reynolds Aluminum (N)
Salt Institute (R)
Salvation Army (R)
Scandinavian State Railways (R)
Scandinavian Weekly (R)
Sears (R)
Sharper Image (R)
Soap & Detergent Association (R)
Society of Classics Engineers (R)
State of North Carolina (R)
Tourist Office of St. Maritz (R)
Tupperware (R)
United Parcel Service (R)
U.S. Borax (N)
U.S. Chamber of Commerce (R)
Virgin Islands of the U.S. (R)
Wisconsin Dells (R)
Women's International Bowling Association (R)
W.R. Grace & Co. (R)

The Nashville Network
Bradford Exchange (N)*
Chrysler (N)
Eastman Kodak (N)
Eicoff & Co. Enterprises (N)*
Ford (N)
General Motors (N)
International Broadcast Industry (N)*
Kraft (N)
Levi Strauss (N)
Martha White (N)
National Life & Accident Insurance (N)
Neva Products (N)*
Playboy (N)
R.J. Reynolds (N)
Sears (N)
Stroh (N)
Time Inc. (N)
U.S. General Supply (N)*
Vitamix (N)
Crain Communications (N)*

National Jewish Television
Coleco (N)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Hall's (N)
ITT (N)
Twentieth Century-Fox (N)
Warner Lambert (N)

SNC
Ace Hardware (R)
American Motors (R)
Chrysler (R)
Comerco (R)
Ford (R)
General Motors (R)
Kraft (R)
Radio Shack (R)
United Van Lines (R)

SPN
Allied Corp. (R)
American Photographer (R)
Aprise (N)*
Banker's Life (R)
Best Western Hotels (R)
Celanese Fabrics (R)
Clairol (R)
Eastern Airlines (R)
Fritz & LaRue Oriental Rugs (R)
General Motors (N)
Harvard Business Review (R)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
Norsk Hydro (R)
Norwegin American Cruises (R)
Norwegin Salmon & Trout (R)
Paul Hansen (R)
Penn House Furniture (R)
Savings and Loan Association (R)
Serol Hair (N)*
Sheraton (R)
TV Guide (R)

Cable stats

TeleFrance
Air France (R)
American Fur (R)
Book of the Month Club (R)
Chanel (R)
French Food and Wines (R)
Galeries Lafayette (R)
Yves St. Laurent (R)

USA Network
Activision (N)
Alaska Department of Tourism (N)
American Gas Association (N)
American Home Products (R)
AMF (N)
Anheuser-Busch (R)
Armour-Dial (R)
Bermuda Tourism (N)
Cadbury/Schweppes (R)
Campbell Soup (R)
Castle & Cook Foods (R)
Cinemax/HBO (N)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (N)
Cooper (Hockey Equipment) (N)*
Duracell (R)
Ford (N)
General Foods (R)
General Mills (R)
Georgia Pacific (N)
Hanes (R)
Holiday Inns (N)
Jeffrey Martin (N)
K-Tel (N)
Kellogg's (R)
Kemper (N)
Kimberly-Clark (R)
Levi Strauss (R)
Mattel (R)
Minolta (N)
Mobil (R)
Norelco (N)
Noxell (R)
Owens-Corning (R)
Phillips Petroleum (N)
Pillsbury (R)
Playtex (R)
Republic Airlines (N)
Richardson-Vicks (N)
Saks Fifth Avenue (N)
Schieffelin & Co. (N)
Scott Paper Co. (N)
Sharp Electronics (N)
Spaulding (N)
Stride Rite (N)
Toyota (N)
Union Carbide (N)
US Army (N)
USF & G (N)
Volkswagen (N)
Walt Disney Productions (N)
Warner Brothers (N)
Warner Lambert (R)
Wrigley's (N)

The Weather Channel
Ace Hardware (N)
American Gas Association (R)
General Motors (R)
Heil & Whirlpool (R)
Lennox Industries (R)
Phillips Petroleum (N)
Prudential-Bache (R)
RCA (R)
Union Carbide (R)
Weber Kettles (N)

WTBS
Buenavista Distribution (R)
Carter Wallace (R)
Clorox (R)
Esmark (R)
General Mills (R)
Hershey Foods (R)
Honda (R)
Jeffrey Martin (R)
Kusan (R)
LJN (N)
National Inquirer (R)
Noxell (R)
Ocean Spray (N)
Philip Morris (R)
Procter & Gamble (R)
Sears (R)
Squibb (N)
Thompson Medical (R)
Tonka Corp. (R)
Urban General (R)
Zenith (R)

' first time in Cable stats
* New to network advertising
R denotes renewal client
N denotes new client

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in subs from 1/31	
ACSN: The Learning Channel	357	2,804,920	+12.0	
Alpha Repertory Television Service (ARTS)	1,725	8,000,000	NA	(12/82)
Black Entertainment Television (BET)	147	3,072,860	-3.9	
Cable Health Network (CHN)	847	8,100,000	+10.9	
Cable News Network (CNN)	3,196	18,326,000	+4.7	
CNN Headline News	400	2,760,000	+6.1	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	13,000,000	+4.0	
CBN Cable Network[1]	3,689	19,761,000	+6.3	
Daytime	641	8,500,000	+13.3	
Dow Jones Cable News	94	975,000	+8.3	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,397	21,177,192	+2.0	
Eternal Word Television Network (EWTN)	65	1,100,000	+26.4	
Financial News Network(FNN)	758	7,704,527	NA	
Modern Satellite Network (MSN)[2]	455	7,134,250	NA	
Music Television (MTV)	1,300	10,000,000	+5.2	
The Nashville Network (TNN)[3]	650	7,000,000	NA	
National Christian Network	84	1,325,000	+1.2	
National Jewish Television (NJT)	114	2,446,735	+3.2	
Nickelodeon	2,300	10,500,000	NC	
PTL Satellite Network	700	7,500,000	NA	(1/83)
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel I (SNC I)	600	5,800,000	+7.4	
Satellite Program Network (SPN)[4]	388	5,400,000	NC	
SIN Television Network[5]	199	25,531,400	NA	(1/83)
Trinity Broadcasting Network	245	2,874,000	+6.7	
USA Network	3,000	15,000,000	NA	(12/82)
The Weather Channel (TWC)	711	7,125,000	NA	(12/82)
WGN	3,976	11,084,783	+3.2	
WOR	750	4,563,901	+1.0	
WTBS	5,059	24,990,000	+0.3	
Satellite-fed basic audio services				
Lifestyle	105	1,000,000	NA	(10/82)
Moody Bible Institute	21	308,885	+517.7	
Satellite Radio Network	40	NA	NA	(1/83)
SCAN	6	100,000	NA	
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NA	(12/82)
Satellite-fed pay services				
Bravo	57	95,674	+3.1	(1/83)
Cinemax[6]	1,600	2,000,000	NA	(12/82)
The Entertainment Channel (TEC)	84	50,000	+9.8	
EROS	22	200,000	NC	
GalaVision	160	125,000	NA	(1/83)
Home Box Office (HBO)[6]	4,500	11,500,000	+4.5	
Home Theater Network Plus (HTN)	325	170,000	NA	(1/83)
The Movie Channel (TMC)	2,350	2,300,000	NA	(12/82)
The Playboy Channel	220	374,837	+15.3	(1/83)
Showtime	2,000	4,000,000	NA	(12/82)
Spotlight	223	735,000	NA	(12/82)

Regional entertainment services	Affiliates*	Subscribers*	% change in subs from 12/31	
Atlanta Interfaith	5	115,500	NC	
Atlantis Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel	36	200,000	+28.2	
Buffalo Sabres Hockey	9	325,000	NC	
Home Sports Network—Houston	NA	NA	NA	
Life Newsvision (Chicago Suburbs)[1]	3	10,000	NA	
Madison Square Garden Network	49	1,400,000	NC	
Off Track Betting (OTB) (Upstate New York)	23	NA	NA	
PRISM-Philadelphia	81	330,998	+0.3	
Season Ticket (Cleveland)[1]	NA	NA	NA	
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel-New England	28	20,000	NA	
SportsChannel-New York	34	268,000	+1.1	
Sports Vision-Chicago[7]	10	3,000	NA	(1/83)
Video Music Channel	4	100,000	NA	
Z-Channel	8	92,000	+30.5	

Announced regional services	Expected launch
Home Sports Network-Dallas	4/5/83
Home Sports Network-Pittsburgh	4/83
Home Sports Network-Texas	TBA
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Tele Scripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	TBA
The Aloha Network (Lewmark Productions)	TBA
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch TBA
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	TBA
Good Evening Movie Service (GEMS)	3/83
Group W Cable Sports Network	TBA
Home Music Store	1984
Kidvid Network	5/83
Rock 24 (Lewmark Productions Music)	TBA
Magicable	3rd quarter 1983
National Jazz Network	TBA
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
Penthouse Television Network [illegible]	TBA
Reserved Seat Video Productions (RSVP)	5/10/83
Satellite News Channel II	4th quarter 1984
The Silent Network	2nd quarter 1983
The Silent Network/National Captioning Institute Text Service	TBA
Sitcom Channel (Channeltainment)	1st quarter 1985
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Spanish Universal Network	4th quarter 1983
Sunshine Cable (audio)	2nd quarter 1983
UTV Cable Network	2nd quarter 1983
Video Concert Hall	TBA
Window	TBA
The Work Channel (Lewmark Productions)	TBA

*Subscriber and affiliate counts are as of 2/28/83 unless otherwise indicated.
NC denotes no change.
NA denotes not available.
1. Correction of last month's affiliate count: 3,570.
2. Decrease reflects company audit of affiliate subscriber counts.
3. New service.
4. Denotes households receiving signal.
5. Total SIN reach; total Spanish-speaking households: 3,075,900.
6. Figures are company approximations.
7. Cable subscribers only; total homes receiving signal: 30,000.